Nova Scotia

Department of TOURISM

ANNUAL REPORT

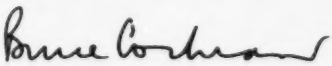
for the fiscal year
ended march 31, 1982

To His Honour
The Honourable Alan R. Abraham, C.D.
Lieutenant Governor of Nova Scotia

May it Please Your Honour:

I have the honour to submit the Annual Report of the Department of Tourism for the fiscal year ending March 31, 1982.

Respectfully submitted,



Bruce Cochran
Minister of Tourism

The Honourable Bruce Cochran
Minister of Tourism
Province of Nova Scotia
Halifax, Nova Scotia

Sir,

I have the honour to present to you the report of the Nova Scotia Department of Tourism for the fiscal year ended March 31, 1982.

Work continued this year on preparation of development plans for the province's seven tourism regions. Three of these plans are now complete, and the remaining four are in first draft stage.

For the 1981 tourism season, the theme approach was once again employed in marketing endeavours with the "Seaside Spectacular" promotion. Non-resident visitors to the province during the season numbered 1,172,116, and overall tourism expenditures reached a record high of approximately $500,000,000.00.

Work was also begun on next summer's promotion theme, "Old Home Summer". This promotion, which involves the largest direct mail campaign in the history of the province, is expected to attract many thousands of expatriate Nova Scotians and friends and relatives of people living in the province for a visit next summer.

This year also saw the introduction of a departmental word processing centre. The capacity of this new system is such that it is shared with the departments of Labour, Government Services and Consumer Affairs.

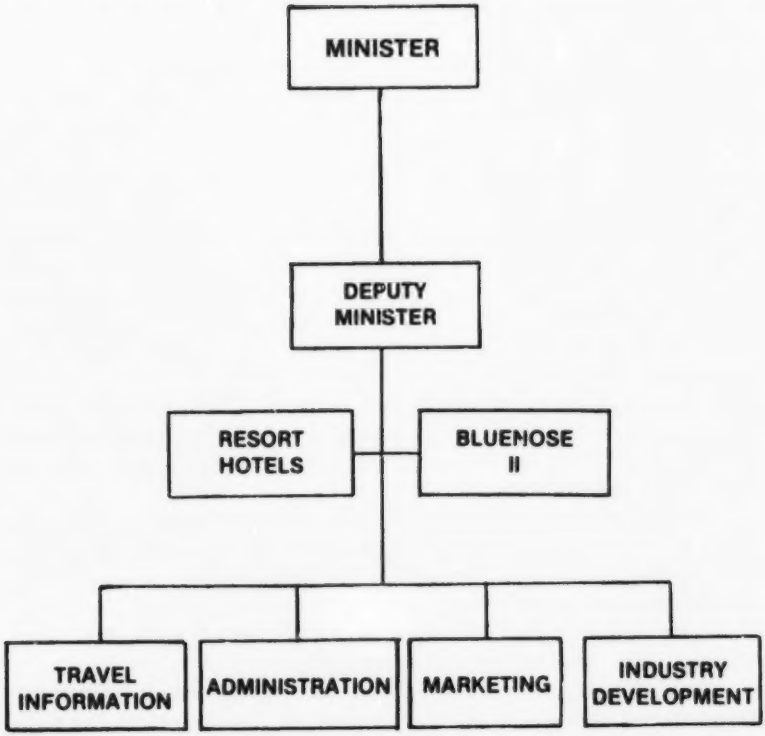
The schooner Bluenose II undertook a promotional voyage to Quebec City and Toronto, and while in Quebec she served as the setting for the announcement of the 1984 Parade of Sail to be held in Nova Scotia.

The Resort Hotel Division again experienced a very successful year, with increased occupancy.

I would like to extend to you and to all members of the Department of Tourism staff my sincere appreciation for the high degree of cooperation and assistance given to me during the year.

Kenneth M. Mounce
Deputy Minister

DEPARTMENT OF TOURISM



INDUSTRY DEVELOPMENT DIVISION

During the past fiscal year this division continued to administer the DREE-Tourism Sub-Agreement, and provided counselling and inspection services to the hospitality industry.

Preparation of development plans for the seven tourism regions in the province progressed with three completed, and the remaining four at the first draft stage. It is anticipated that with completion of the four remaining regional plans, work on the provincial master plan will commence early in 1982-83.

The Division continued to provide technical assistance to individuals in the private sector planning projects throughout the province. Some of these proposals are now being implemented as additions to the hospitality industry.

The Division was involved in planning of the temporary tidal power interpretation centre at Annapolis Royal. This facility will significantly enhance the visitor's experience of this attraction.

D.R.E.E./Tourism Sub-Agreement

Many of the jointly funded projects under this agreement were completed in the past year, with favourable progress experienced with the remainder.

Under the Tourism Development Incentives Program, 19 expansion grants, 97 modernization grants and 22 interest rebates were approved. These incentives exhausted all funds available for this program.

The Caribou Entry Point saw completion of work on the terminal building. Landscaping will be undertaken during the summer of 1982 to complete the project.

Work on a number of projects in Annapolis Royal reached completion with the opening of the Historic Gardens, Kings Theatre, Farmers Market and several other buildings for various uses.

The Fisheries Museum of the Atlantic project was completed, and will be in full operation for the summer of 1982.

Work continued on the restoration project in Sherbrooke Village, with funds committed for several buildings including Cruickshank's Tailor Shop, Bears Dwelling House, Willett Barn, Sherbrooke Hotel and "What Cheer" House.

The Beach Development program on the Eastern Shore did not proceed as expected due to difficulties in site selection. It is hoped that a site can be finalized in 1982-83, after which develop-

ment will proceed immediately through the Department of Lands and Forests.

In and around Louisbourg, the waterfront crafts building and the wildlife park were completed, and preparations made for opening to the public in 1982.

Work on the Pictou multi-use entertainment centre was nearing completion at year's end, with operations to begin in the Spring of 1982. In Trenton, the designs for a new amphitheatre and park administration building were finalized, and construction in the Steeltown Park is to begin in the spring of 1982.

At the Gaelic College, the Great Hall of the Clans was completed and work begun on the interior design and gathering of artifacts.

At the Iona Highland Village, work on the new Performance Centre and the Orientation Building was completed, leaving only final clean-up and construction of a road on the site to be undertaken next year.

Hospitality Services

The Director participated in meetings of the National Advisory Committee on Education, the Hospitality Institute of Nova Scotia Steering Committee, the Hospitality Technology Advisory Committee of the University College of Cape Breton, the Business Administration Curriculum Committee of Mount Saint Vincent University, and the Hotel/Motel, Restaurant Management Program Advisory Committee of the Dartmouth Regional Vocational School, as well as the National Tourism Plan Committee.

At the Division's request, the Department of Education Continuing Education Section conducted "Train-the-Trainer" programs for the training of personnel in the hospitality industry in Yarmouth, Sydney and Halifax.

Liaison was maintained with the Tourism Sector, Voluntary Planning, the Tourism Industry Association of Nova Scotia, the Regional Tourist Associations, the Restaurant Association of Nova Scotia, the Innkeeper's Guild of Nova Scotia, the Retail Gasoline Dealers' Association and the Halifax Board of Trade.

The Manager and staff represented the department at Small Business Week promotions organized and coordinated by the Federal Business Development Bank.

Agreement was reached with the Canada Employment and Immigration Commission on plans to cost share on a 50/50 basis a Hospitality Awareness Research Program in Nova Scotia dur-

ing the Spring of 1982.

A hospitality industry training library was established for use by the industry.

Career Guidance

Staff attended nine Career Development Days and explained the advantages of career development in the hospitality industry.

Management Counselling

Thirty-nine counselling sessions were carried out in the offices and 20 in the field by section staff. This counselling is available on request for developers of new and existing accommodation, tourist attractions and food service facilities.

Speaking Engagements

The Division supplied a number of guest speakers to various groups including the Tourism Industry Association of Nova Scotia, Regional Tourist Associations, Dalhousie University, the Campground Owners' Association and the Restaurant and Foodservice Association of Nova Scotia.

Old Home Summer Presentations

Section staff conducted twelve Old Home Summer program presentations to regional tourist associations and other interested community groups as part of the overall Old Home Summer promotion.

Inspection Services

This section is responsible for the administration of the Hotel Act and Regulations under the Act, and the Camping Establishments Regulations Act and Regulations under this Act. The Division has three sections: Inspections, Counselling and Statistics, with some personnel having overlapping duties. Personnel include the Coordinator of Inspection Services, two Accommodation Development Officers, a Senior Inspector of Camping Establishments, with two inspectors and a secretary.

Accommodation

For the year 1981, there were 391 hotels licensed, an increase of 12 over the previous year. The total number of available rooms was 10,770, an increase of 151 rooms from the previous year. The average number of rooms per licensed establishment was 28.

Increases and Decreases

	Rooms Added	New Construction	Rooms Discontinued	Net
Hotels	45	2	32	+ 13
Tourist Homes	59	—	19	+ 40
Cabins	3	—	38	- 35
Motels	206	182	72	+ 134
Increase/Decrease	313	184	161	+ 152

Total Accommodation

	Rooms	Private Baths
Hotels	3,572	3,043
Tourist Homes	302	—
Cabins	1,380	930
Motels	5,517	5,504
Total 1981	10,770	9,477
Total 1980	10,619	9,334
	+ 151	+ 143

Total Number of Rooms Available in Various Parts of the Province are as follows:

Valley	South Shore	Hfx./ Dart.	Eastern Shore	Cape Breton	Northumb. Strait	Fundy Shore	Total
1,921	1,045	3,313	210	2,700	777	804	10,770

Ten-Year Review

Over a ten-year period, accommodation has increased from 9,083 rooms in 1971 to 10,770 rooms in 1981. This net increase of 1,687 rooms does not reveal the changes in standards that have taken place. During this period, 3,891 rooms have been constructed and 616 additional rooms have been provided in tourist homes. In this ten-year span, however, there has been a loss of 2,752 rooms as older establishments have gone out of business.

Standards of accommodation in Nova Scotia continue to improve as new, modern rooms replace obsolete accommodation. Hotels, Motels, Tourist Homes, and Bed & Breakfast establishments show an increase, while cabins declined.

There were 439 inspections made by the Accommodation Development Officers and Co-ordinator.

Following inspections, the Accommodation Development Officers made this general evaluation of establishments:

Accommodation Quality

	Hotel Rooms	Motel Rooms	Cabin Rooms	Tourist Home Rooms	Total Rooms
Excellent	92	—	62	12	166
Very Good	1,711	1,684	135	39	3,549
Good	1,298	3,249	732	214	5,493
Fair	236	586	402	37	1,261
Poor	136	18	49	—	203
Not Rated	99	—	—	—	99

Housekeeping

	Establishments
Excellent	11
Very Good	86
Good	260
Fair	28
Poor	3
Not Rated	3

Eighteen establishments were sold and continued operation under new ownership. Fifty-two establishments made structural improvements. Swimming pools were provided in sixty-six establishments. Two hundred and thirty-seven establishments have television in all units. One hundred and twenty-one establishments have telephones in all units. Eighty-three establishments serve breakfast. Thirty-eight establishments serve breakfast and dinner. One hundred and twenty-one establishments serve three meals. One hundred and ninety-nine establishments are open all year. One hundred and ninety-two establishments are seasonal. One license was refused because the establishment did not meet the requirements of the Hotel Regulations.

Paragraphs submitted to the Marketing Division for listing in

the "Nova Scotia Where to Stay, What to See, What to Do" were checked by the Accommodation Development Officers, and 336 establishments were listed in this publication for 1981.

There were 114 inquiries concerning building, renovating, or operating new accommodations handled during the year. There were 36 projects completed, and 14 projects approved but not completed at the end of the fiscal year. Sixteen additional homes were listed as tourist establishments.

A total of 81 letters dealing with accommodation and related facilities were received by this Section in 1981. The letters dealt with a variety of compliments and complaints.

All letters were responded to, with a copy of the original letter going to the operator in question, requesting his comments on the guest's remarks. For the most part, this system works smoothly, as we are able to get "both sides of the story".

Occupancy Statistics

Room occupancy statistics are as follows:

	1979	1980	1981
Hotels	62%	64%	61%
Motels	56%	58%	57%
Tourist Homes	32%	30%	33%
Cabins	32%	44%	45%

Guest/Day statistics on the number of guests accommodated are as follows:

	1980	1981	Increase/Decrease	
January	111,936	121,901	+ 9,965	
February	125,414	142,390	+ 16,976	
March	154,839	159,050	+ 4,211	
April	141,930	165,587	+ 23,657	
May	195,320	208,161	+ 12,841	
June	252,492	277,080	+ 24,588	
July	457,972	447,638	-10,334	
August	490,028	470,546	-19,482	
September	335,122	365,184	+ 30,062	
October	233,206	219,460	-13,746	
November	134,967	137,970	+ 3,003	
December	96,060	90,873	- 5,187	
	2,729,286	2,805,840	+ 76,554	(+ 7.3%)

These figures indicate an increase in the number of guests accommodated for each month of 1981 except for the months of July, August, October and December.

Inspection Services Section Report

During 1981, there were 338 inspection visits at private campgrounds during the operating season and 24 site evaluations carried out. In-office interviews were held between the Senior Inspector and six prospective campground owners, and visits were made to 20 campgrounds by the Senior Inspector to advise on the expansion of existing facilities.

The section's three campground inspectors attended two week-end meetings of the Campground Owners Association and reported on camping trends. In addition, five meetings were held with the President of the Campground Owners' Association on matters relating to campgrounds, such as road signs, regulations, and trends, eight with various Department of Health units to discuss problems relating to health on campgrounds, and three with the Fire Marshall to discuss new regulations on shopping centres and festivals where they related to camping.

The Inspection staff attended four outdoor travel and sportsmen shows in Harrisburg, Boston, Cleveland and Toronto. One inspector assisted with the operation of the Tuna Tournament at Aulds Cove, in October.

New regulations were prepared for approval concerning indiscriminate camping, festival camping and shopping centre camping.

A report on camping for the year was prepared, showing the continuing trend toward more seasonal campers, and campers staying closer to home. Six campgrounds discontinued operation in 1981, and six new operations commenced. Overall, there was a drop in available sites, due partly to the sites reserved for seasonal operations.

Other Activities

The Coordinator and Accommodation Development Officer updated and revised the housekeeping manual "Cleanliness, Comfort, Courtesy". The Coordinator instructed three students sponsored by the Tourism Industry Association of Nova Scotia (T.I.A.N.S.) on methods and procedures in inspecting. The exercise was carried out with the permission and cooperation of Mrs. Joan Pickrem, Mid-Valley Motel, Middleton. The students produced a report on grading roofed accommodation within the province. The Coordinator attended the Tourism Ontario Financial Post Conference on Tourism held in Toronto, December 4 and 5, 1981.

Montreal Office

This office exists with the aim of promoting Nova Scotia to French and English residents of the Province of Quebec. The office offers bilingual tourist information and counselling, and maintains contact with Quebec-based travel agents, tour operators, media services, outdoor associations and other groups.

Portland Office

The Portland Information Office provides information, travel counselling and accommodation reservation services to residents of the United States.

Equipped with the Check Inns computer system, the Portland office is able to process enquiries and convert them to reservations for both consumers and travel agents. During this fiscal year, the Portland Office responded to some 45,000 enquiries and received over 7,000 visitors to the office.

During the off season months, staff attends travel trade activities in the New England area, participates in major trade shows and conventions and cooperates with the Canadian Government Office of Tourism in their travel trade market activities.

ADMINISTRATION DIVISION

The reorganization of the Administration Division was completed during this year with the appointment of the Finance and Administration Director and the Internal Auditor. The Personnel Manager had been appointed previously.

The Administration Division provides financial planning, accounting, financial reporting, internal control and audit, payroll, personnel and administration functions to all other divisions of the Department of Tourism.

A major development for the Division this year was the establishment of a departmental word processing centre employing a sophisticated Wang Office Information System (140). The centre utilizes one 64K work station, two 64K archiving work stations and a 40cps daisy printer with a twin sheet feeder. Since the system has a separate cpu and 53.6 megabyte system disk, it is shared with the departments of labour, government services and consumer affairs, which operate their own peripheral devices.

Research Section — Administration

The department's Research Section is responsible for collection and analysis of data on the tourism industry. Research staff develop, implement and monitor programs in addition to collecting information. This material and analysis is used in making departmental decisions, forecasting policy implications internally and in decision making by the private sector.

Nova Scotia Motorcoach Survey

The Nova Scotia Motorcoach Survey identifies and measures the behaviour of the motorcoach patron over a period beginning June 1 and ending October 31, 1981. The survey gives information on tourism plant use and economic impacts, as well as identifying the needs of this market through use of escort/company questionnaires.

Tally of Motor Vehicles

The annual tally gives counts on motor vehicles, recreational vehicles and tour buses at all entry points to Nova Scotia by province or state. Air Canada, Eastern Provincial Airways, Acadian Lines and Via Rail supply information for the public transportation sector. The results are contained in a report entitled "Visitor Travel to Nova Scotia, 1981."

Trends in Accommodation Demand and Supply

This report provides a summary of data relating to activity in Nova Scotia's commercial accommodations in 1981. Monthly occupancy report forms submitted by licensed commercial accommodations in the province provide the information used in the report.

Tourist Data Summary

Approximately 1,172,116 non-residents visited Nova Scotia in 1982, with most arriving by automobile (82.1%). Air travellers made up the second largest segment (9%), and motorcoach travellers the third largest (5.2%).

Non-resident travellers spent $164,580,700 in 1981 (June 1 to October 31). Of the total expenditure figure, $119,789,000, or 72.7% was spent by motor vehicle travellers, $24,714,000, or 15%

was spent by air travellers, and $16,857,000, or 10% was spent by motorcoach patrons.

PROVINCIAL RESORT HOTELS

This Division provides uniform hotel administration and operation of provincially-owned resort facilities in three distinctive geographic areas of Nova Scotia. Although uniquely different in their accommodations, recreation and cuisine, the Resorts combine traditions of excellence in hospitality for visitors and patrons as well as enriching the social and economic well being of neighbouring communities by increasing use of local goods and services.

The normal operating season for Keltic Lodge was from June 1 to mid-October. During the remainder of the fiscal year, a wide variety of indoor and outdoor recreation and other programs, workshops and activities was undertaken, in addition to the Alpine Ski operation at Keltic's Cape Smokey. Yearly occupancy increased by 5.9 per cent over last year. Liscomb Lodge was operated from May 29 to October 20, and occupancy increased by 5.6 per cent. The Pines Hotel operated from May 31 to October 17, and occupancy for the season increased 2.6 per cent over the previous year.

MARKETING AND PROMOTION DIVISION

During 1981, the umbrella theme for the province's promotion was Seaside Spectacular. This theme established Nova Scotia internationally as having a "franchise" on the sea and related activities, thereby granting Nova Scotia a lien on all promotions, products and services related to the sea.

The Old Home Summer promotion was launched by the Premier on August 10, 1981. The promotion involved the biggest direct mail effort ever undertaken in Canada. Every household in Nova Scotia received a letter from the Premier asking for the names and addresses of kinfolk living outside the Province. Famous Nova Scotians, including Anne Murray, Danny Gallivan and Hugh MacLennan encouraged the public, through newspaper ads, to send names to the Old Home Summer Commission. These efforts resulted in 290,000 names being collected. These 290,000 people received a series of mailouts which included a Christmas card from the Premier, an invitation to an Old Home Summer vacation in Nova Scotia, a special tabloid, and a

vacation package outlining the vacation opportunities in Nova Scotia. Invitations, decals, pins and posters were produced for the industry to help them advertise the Summer '82 festivities. To promote Nova Scotia to North America, Anne Murray produced a Christmas Special in November in Nova Scotia.

Another major undertaking this fiscal year involved the biggest national promotion in magazine publishing history. With National Sea Products, the Department published a cookbook insert in *Chatelaine* magazine in May, 1981.

A Canadian government Office of Tourism study entitled Attitudes Towards Vacation Travel among Canadian Residents, 1979, indicated that Nova Scotia had an extremely high latent demand factor among females. Fully 30 per cent of all Canadian females indicated that Nova Scotia would be of interest to visit. In terms of marital status, 31 per cent fell into the separated/widowed/divorced category, with another 26 per cent in the married category. The age range of the group was 35 to 64 years.

The Starch Message Report Services provided the Nova Scotia Department of Tourism with performance scores for this particular campaign. In both the English and French editions, the Starch Scores were very high.

Advertising

The advertising budget received a special increase of $1.5 million for early promotion of the 1982 Old Home Summer Theme. This addition brought the advertising budget for the year to $3,821,502.00.

The Old Home Summer advertising program at this stage was principally a regional campaign. Marketing strategy involved the use of market segmentation as a long term solution to marketing Nova Scotia in the face of inflation, unemployment and escalating energy costs. This strategy has given Nova Scotia an opportunity to direct the development of the tourism product to meet the demand of specific segments of the tourism market.

Nova Scotia continued the image awareness campaign as well, to protect existing business while developing new business through market segmentation. Seaside activities were highlighted in all copy.

1981/82 Advertising

Subject	1980/81 Expenditures
Creative and Production	255,484
Canada and Northeastern USA	1,069,850
Regional	130,194
Ferry/Airline Co-op	451,170
Trade	47,983
Captain's Log	123,908
Old Home Summer	1,742,913
	$3,821,502

Convention Development and Sales

In 1981, Nova Scotia hosted Rendez-Vous Canada, the country's largest trade gathering for buyers and sellers in the tourism industry.

National sales in the vicinity of $63 million were made at Rendez-Vous Canada, and additional convention leads for Nova Scotia properties exceeded 2100 inquiries. Continuity in sales calls and direct mailings provided further new contacts and prospects. Nova Scotia was represented at conventions and seminars such as the Institute of Association Executives (Toronto), and C.G.O.T. seminars in Pittsburgh and Cleveland.

Both Canadian and U.S. markets were reached through such publications as the Financial Post, Canadian Salesmeetings and Conventions, En Route (Air Canada) and Successful Meetings. Besides reaching the planners, the material in these publications also did an effective job of building interest among association members, corporate staff, and others whose opinions were likely to influence planners.

Bluenose II

Work to the interior of the Bluenose II was completed this year, involving upgrading of crew quarters, rewiring to meet modern standards, and provision of proper interior plumbing and sewage disposal systems to meet United States Coast Guard and Province of Ontario regulations pertaining to pollution control in inland waters. The winter refit completed a two-year program of upgrading, last carried out in 1963.

In May and June, the vessel departed Nova Scotia for a three-

week voyage to Quebec City and Toronto. While in Quebec, she was visited by 60 to 80 thousand people over a four-day period. The ship was featured on the front pages of several local papers, and several local radio stations produced live talk shows describing the Bluenose II and her purpose.

Bluenose II was also the setting for the formal announcement by the Quebec 1534-1984 Corporation of the Tall Ships Parade of Sail, the first gathering of sail training vessels in Eastern Canada, to take place in June, 1984. The Minister, along with Mr. Jean Paul Masse, President of the Quebec Corporation, announced that Bluenose II would lead the fleet of ships from Halifax to Quebec City in June of 1984. Nova Scotia's support for the 1984 events earned the province and Bluenose II far ranging media coverage, estimated to be in excess of 1.2 million persons.

From Quebec City, Bluenose II proceeded to Toronto for one week as a guest of the Toronto Harbourfront Committee. While there, upwards of 30,000 persons per day visited the vessel. In conjunction with the ship's visit, the CN Tower hosted a Nova Scotia Awareness Program involving seafood and distribution of Nova Scotia promotional material.

Upon her return to Nova Scotia, Bluenose II undertook her normal summer routine of public cruises, charters and port visitations around the province. During the summer of 1981, the ports of Pictou, Canso, Port Hawkesbury, Sydney, Digby, Shelburne and Lunenburg were visited in addition to the Halifax/Dartmouth area. As usual, the demand by the public for the thrice-daily harbour sailings in Halifax outstripped the capacity of the vessel.

TRAVEL SERVICES DIVISION

Among numerous functions, this Division assists the Marketing Division by providing escort and transportation assistance for groups or individuals requiring such services. Travel writers, film industry people, sports writers, and French and German-speaking writers have received this service in the past.

Fifty-nine familiarization tours of Nova Scotia were coordinated and sponsored for the media this year. An additional 34 tours were arranged for tour wholesalers, operators and travel agents. Of these, 80 per cent were undertaken on a cooperative basis with Atlantic Canada Tourism Program and C.G.O.T.

LITERATURE DISTRIBUTION AND INFORMATION BUREAUS

Literature

This year, the department took the major step of combining the tour books (160 pages) with the Accommodations, Campgrounds, Festivals and Events listing to produce a magazine-size (8-1/2x11) publication of 144 pages. The Accommodations, Campgrounds, Festivals and Events portion of the publication was also produced separately in French.

A total of 2.1 million pieces of tourism literature were printed for distribution. All literature items were updated to present the most factual and positive information available on Nova Scotia.

The Department continued to print the Sports and Activities publication, the cooperative edition of the Attractions publication, and both sizes of the popular Festivals and Events maps. The 1981 Highways and By Ways map was restructured to present a comprehensive overview of the regional travelway system.

Special support literature included Meet the Navy posters, Seaside Spectacular posters, booklets and placemats, Nova Scotia Tattoo posters, and, under the Museum Support Program, Captain's Log booklets, posters and stamps. An accommodations brochure supplement was produced in recognition of the Year of the Handicapped, and special Tour Operator and Convention Promotion literature was produced.

Red Store

The information office in Historic Properties completed its seventh year of operation. The office is located in the Red Store Building on Privateer's Wharf, adjacent to the permanent berth of Bluenose II. The centre is staffed year round by four permanent personnel and additional staff is employed during the peak summer season.

This year, a total of 86,664 visitors called at the Red Store office, an increase of 6,690 over the previous year. Staff also handled 26,266 phone calls and responded to 49,385 mail enquiries.

Distribution Centre

Approximately 3,549,332 pieces of Department of Tourism and private sector literature were distributed to tourist information of-

fices and bureaus, municipal tourist bureaus in Nova Scotia, the Canadian Government Office of Tourism and to travel agents, tour wholesalers, automobile clubs, Canadian embassies and trade commissions.

Over 82,085 pieces of mail passed through the Distribution Centre postage machine, as well as several thousand letters mailed from the main office in response to enquiries which could not be dealt with by literature alone.

The Distribution Centre prepared in excess of 37,000 information kits to be used by the Portland Office, as well as preparing and mailing over 64,000 kits to various addresses in Canada, the United States and overseas.

Visitor Information Centres

The Antigonish Visitor Centre continues to be operated in co-operation with the Antigonish Chamber of Commerce, which is supplying and paying the Manager and one staff member. Other staff, as well as costs for landscaping, taxes, capital and maintenance costs, is being paid by this department.

Following a request from Transport Canada, a contract was agreed upon for the operation of the Information Centre in the terminal building of the Halifax International Airport during the hours of 8:00 a.m. to 11:00 p.m., 365 days per year. Transport Canada covers the complete cost of this facility. The total number of inquiries during the first year of operation was 61,209, with 11,804 being tourism-related.

In recognition of 1981 as the International Year of the Disabled, a new brochure was produced by the division outlining places of accommodation equipped with facilities for the handicapped. In future years, this type of accommodation will be identified in the department's guide by the international symbol for the disabled.

A number of positions was made available to the handicapped through the Provincial Employment Program to promote the department's Captain's Log Program. This program is a three-year effort designed to encourage people to see more of the province.

Special training sessions were held at College Ste. Anne for new and returning staff. An evaluation meeting was held in Halifax with centre managers at the end of the season.

Editorial Services

The Editorial Services Section originated and disseminated professionally-written feature articles and photographs to between 500 and 600 regional, national and international newspapers and magazines, as well as to radio and television.

Twenty-five feature items, as well as a number of news releases promoting Nova Scotia were sent to both English and French publications, along with 8,117 photographs.

Clipping services contracted by this section recorded 23,000 inches of editorial material promoting Nova Scotia as a tourism destination, published without cost in these and other publications, a good portion of it attributable in whole or in part to the services and output of the department's editorial services section.

The value of this published copy and photographic material was close to $1 million in terms of cost of equivalent advertising, and worth an estimated $3 million to $4 million when one applies the credibility factor, that is the believability of the material in newspaper or magazine form compared to paid advertisements.

Special attention was paid to liaison with travel writers across the continent, in Europe and elsewhere, providing them with ideas, information and research for articles promoting Nova Scotia.

In addition, the section continued its other functions, which include assisting other divisions of the department in audio-visual and advertising efforts, preparation of speeches for senior officials of the department, organizing news conferences, preparing news releases, maintaining clipping files and monitoring usage of editorial material.

Audio-Visual Section

This section is responsible for the maintenance of a 35mm colour slide collection of tourism-oriented material, support of marketing programs through the production of slide presentations, servicing of colour and black and white photographic requests from the travel trade industry, production of audio-visual presentations for Tourist Information Centres, and the maintenance of audio-visual equipment and displays within the department and the Travel Information Centres.

In the past year, the section has produced an A-V presentation for promotion of the convention trade. A presentation enti-

tled "Nova Scotia — Out of Doors", was produced in English for Outdoor Travel Shows, and in German for the Berlin Travel Trade Show. The travel agents A-V program was revised from a single projector presentation to a two projector A-V, then transferred to video cassette in both 3/4" and 1/2" format, with copies made available to the travel trade industry on a free loan basis. Three hundred photographic requests from writers, students, and the convention and travel trade were serviced. A new A-V program was produced for the Antigonish Tourist Centre. Eight of the section's 16mm films were transferred to 3/4" video cassette masters, and 2,500 new slides were added to the Tourism slide file, bringing the total number of slides to 10,000.

Attractions and Events

Under the Attractions and Events Grant Program, 92 grants were awarded through local tourist associations to eligible festivals and events. The total amount granted was $125,944. A total of 221 festivals and events were listed in the Calendar of Events Map. Of these, 16 received additional publicity through a "Seaside Spectacular" poster.

Promotional Items

Delegates attending in-province conventions, conferences, seminars and small meetings were provided with an appropriate supply of tourist literature, as well as promotional materials. Special attention was given to delegates attending out-of-province conventions with the aim of encouraging groups and organizations to consider Nova Scotia as a future convention site.

Enrollment in "The Order of Good Time" exceeded 20,000. The Order remains one of the most popular promotional tools employed by the department.